

## PATENT ABSTRACTS OF JAPAN



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## (54) TOOTHPASTE COMPOSITION

## (57)Abstract:

PURPOSE: To provide a toothpaste composition having high safety and excellent cleaning effect with low abrasion of the teeth, by using a water-insoluble cellulose powder as an abrasive material.

CONSTITUTION: A toothpaste composition containing 1W70wt%, pref. 10W50wt% of water-insoluble cellulose powder, such as pulp powder, insoluble powdery cellulose, powdery  $\alpha$ -cellulose, etc. The average particle diameter of the powder is pref. 0.005W1mm, esp. 0.02W0.5mm (dried state), and the bulk density is pref. 0.05W 1.0g/cc, esp. 0.15W0.5g/cc (dried state). Low abrasion of the teeth compared with conventional inorganic abrasive materials is obtained. It is also effective to clean the oral cavity and to remove foul breath by the strong adsorptive affinity of dyestuff to the water-insoluble cellulose powder.

## LEGAL STATUS

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